



STAFF REPORT

TO: Planning Commission
FROM: Daniel Galindo, AICP – Senior Planner
SUBJECT: SUP14-01 – McDonald’s Restaurant with Drive-through &
 SUP14-02 – McDonald’s Restaurant Exceeding 4,000 Square Feet
DATE: October 30, 2014

Application Information		
Applicant Christine Gleckner, AICP Walsh Colucci Lubeley & Walsh, PC 1 East Market Street Leesburg, VA 20176	Property Owner McDonald’s USA, L.L.C. P.O. Box 182571 Columbus, OH 43218	Engineer Kimley-Horn and Associates, Inc. 11400 Commerce Park Drive, Suite 400 Reston, VA 20191
Submission Date July 30, 2014	Planning Commission Public Hearing Date November 6, 2014	Town Council Public Hearing Date Not Yet Scheduled

Property Information				
PIN	Tax Map	Address	Current Zoning	Acres
488-30-2445-000	/35A2/3/6///5A	121 North Maple Avenue	MC	0.77

Special Uses Requested	
SUP14-01	SUP14-02
Eating Establishment with drive-through	Eating Establishment in excess of 4,000 square feet

SUMMARY

Christine Gleckner of Walsh Colucci Lubeley & Walsh, on behalf of property owner McDonald’s USA, L.L.C., has submitted two special use permit applications (SUP14-01 & SUP14-02) for approval. These applications would authorize the construction of a new McDonald’s building exceeding 4,000 square feet with a drive-through on the same site as the existing McDonald’s located at 121 North Maple Avenue. The Planning Commission will hold public hearings on these applications at its November 6, 2014 regular meeting. Staff is recommending approval of both applications.

BACKGROUND

In January and March of 2014, the applicants met with Town Staff for pre-application meetings to discuss their desire to build a larger McDonald’s in Purcellville. The necessary special use permit

applications were submitted to the Department of Community Development on July 30, 2014 and subsequently coded as SUP14-01 and SUP14-02. These applications propose to demolish the existing McDonald's and redevelop the site with a larger restaurant of approximately 4,388 square feet featuring enhanced drive-through service, separate one-way entrance and exit driveways along North Maple Avenue, a new sidewalk, and 21 parking spaces as detailed below.

The existing McDonald's restaurant of approximately 3,687 square feet with drive-through service is located at 121 North Maple Avenue. This .77 acre parcel is located northwest of the intersection of East Main Street and North Maple Avenue and is identified in Loudoun County Land Records as Tax Map Number /35A2/3/6///5A and Parcel Identification Number 488-30-2445-000. The McDonald's-owned property has a zoning district designation of Mixed Commercial (MC).

The McDonald's property subject to the SUP14-01 and SUP14-02 applications is surrounded by properties in the same MC zoning district with the following land uses: the Purcellville Shopping Center to the north and west contains Food Lion as well as various eating establishments, retail, and personal services businesses; an Exxon gas station and the Shoppes at Main and Maple are located to the east across North Maple Avenue with the Shoppes also containing various eating establishments, retail, and personal services businesses; and a Wells Fargo bank with drive-through service is located to the south.

APPLICATION DESCRIPTION

The SUP14-01 and SUP14-02 applications consist of the following documents:

1. Two Completed Special Use Permit Application Forms;
2. A Statement of Justification (including the Written Statement describing the proposed use);
3. A Special Use Permit Concept Plan;
4. A Queuing Analysis (in lieu of a Traffic Impact Analysis);
5. An Existing Parking and Financial Analysis; and
6. A Future Parking and Financial Analysis

NOTE: The Director of Public Works has waived the requirement for a Traffic Impact Analysis as permitted by Article 8, Section 1.4.C.6 of the Zoning Ordinance.

Although the existing McDonald's currently has drive-through service, the building was constructed in 1980 and appears to pre-date the Town's current requirement for special use permit approval of a drive-through. Since McDonald's would demolish the existing building in order to construct the new restaurant, the Zoning Administrator has determined that special use permit approval is necessary. Application SUP14-01 would permit drive-through service for the new McDonald's restaurant.

With approximately 4,388 square feet proposed, the new restaurant would be approximately 701 square feet larger than the existing building on the site. A significant portion of the increased building area will be used for a larger kitchen built to McDonald's modern standards, but seating would also be increased from 48 to 66. Application SUP14-02 would allow the new McDonald's restaurant to be in excess of 4,000 square feet.

Vehicular access for the existing McDonald's site is currently provided by three shared entrance and exit driveways independently connected to the Purcellville Shopping Center parking lot, the Wells Fargo parking lot, and North Maple Avenue. Notably, there is no sidewalk provided for pedestrians along North Maple Avenue on the McDonald's site. Once on the site, 38 parking spaces

are provided for customers and employees while the existing drive-through consists of two ordering stations sharing a single lane in a stacked configuration and two service windows.

The Concept Plan shared by SUP14-01 and SUP14-02 proposes vehicular access to and from North Maple Avenue via separate one-way entrance and exit driveways. The two existing driveways which connect to neighboring properties would remain the same. A sidewalk would be constructed along North Maple Avenue to serve pedestrians. Parking would be reduced to 21 spaces on the site while the proposed drive-through would feature two ordering stations in separated lanes and three service windows. The third “Fast-Forward Window” is a new design element for the company and would be used for the delivery of food to customers with large or complicated orders while allowing smaller orders to continue being served at the second “Present Window.” The applicant has provided a queuing analysis to demonstrate that this proposed design will increase the efficiency of drive-through operations and decrease the frequency of backups onto North Maple Avenue. A Current Parking Analysis and Future Parking Analysis are also provided to justify the decrease in parking.

ANALYSIS

There are certain relevant factors that should be considered for any special use permit application. Article 8, Section 1.2 of the Zoning Ordinance of the Town of Purcellville, Virginia states:

A special use permit should be approved only if it is listed as permitted by special use permit in the district regulations and only if it is found that the location is appropriate and not in conflict with the comprehensive plan, that the public health, safety, morals, and general welfare will not be adversely affected, that adequate utilities and off-street parking facilities, if applicable, will be provided, and that necessary safeguards will be provided for the protection of surrounding property, persons, and neighborhood values, and further provided that the additional standards of this article are complied with.

Both uses are listed in Article 4, Section 7.3 of the Zoning Ordinance as permitted by special use permit in the MC zoning district while the remaining factors to be considered are addressed in the applicant’s Statement of Justification.

Since being submitted, the SUP14-01 and SUP14-02 applications were distributed for two rounds of review by the Town and external review agencies. Following each round, the applicant submitted response comments and revised application documents. As a result of this process, staff now agrees with the contents of the revised Statement of Justification. Overall, the two requested special uses would further economic growth by improving the efficiency of McDonald’s operations. The increased building size would allow McDonald’s to construct a larger, modern kitchen that will process orders more quickly, and the site layout and drive-through configuration shown on the Concept Plan would increase the number of vehicles that can be served while decreasing the likelihood that the drive-through line will block through traffic on North Maple Avenue.

Furthermore, the necessary utilities are in place on-site, and there should be no adverse impact to water quality, air quality, and/or traffic. The Concept Plan has already been prepared to address these issues, and the required site plan can be slightly modified if any unforeseen problems are discovered during final engineering. The new McDonald’s will also possess a high quality architectural design that was approved by the Board of Architectural Review on August 19, 2014.

The only element of the two applications with which Staff has had any reservation is the 21 parking spaces proposed, but this is the maximum that can be provided under the proposed design due to

the size constraints of the site. When Staff presented this concern to the applicant, McDonald's recounted vehicle trips and recalculated its queuing analysis with an increased percentage of customers using the drive-through. That analysis found that even during the busiest period of business (Weekday AM) the drive-through would have an excess capacity of approximately 32 vehicles per hour, and the drive-through would always have a minimum excess capacity of approximately 21 vehicles per hour. This means that even in a worst-case scenario where all of the 21 proposed parking spaces are filled, the drive-through could handle a substantial increase in customers. Ultimately, Staff found this evidence persuasive enough to allay our concerns.

FINDINGS

1. Each of the proposed uses meets the purpose of the MC district and is permitted in the MC district by special use permit (Zoning Ordinance – Article 4, Section 7.3).
2. The applications comply with Article 8, Section 1 (Special Use Permit) of the Zoning Ordinance.
3. The proposed uses advance the goals and strategies established in the Purcellville, Virginia 2025 Comprehensive Plan.

RECOMMENDATION

Staff recommends that the Planning Commission recommend Town Council approval of SUP14-01 and SUP14-02 with the following condition:

1. The uses shall be developed as shown on the plans submitted with the applications ("McDonald's – Purcellville Special Use Permit Concept Plan," prepared by Kimley-Horn and Associates, Inc., October 20, 2014).

MOTIONS

Recommended Motion – Conditional Approval

For the reasons stated in the staff report dated October 30, 2014, I move that the Purcellville Planning Commission forward to Town Council, with a recommendation to approve, SUP14-01 allowing an eating establishment with drive-through and SUP14-02 allowing an eating establishment in excess of 4,000 square feet to be located at 121 North Maple Avenue with the following condition:

1. The uses shall be developed as shown on the plans submitted with the applications ("McDonald's – Purcellville Special Use Permit Concept Plan," prepared by Kimley-Horn and Associates, Inc., October 20, 2014).

Alternative Motions

Disapproval

I move that the Planning Commission forward to Town Council, with a recommendation to disapprove for the following reasons, SUP14-01 allowing an eating establishment with drive-through and SUP14-02 allowing an eating establishment in excess of 4,000 square feet to be located at 121 North Maple Avenue:

- 1.
- 2.
- 3.

-Or-

Table

I move that the Planning Commission table SUP14-01 and SUP14-02 until _____ (No longer than 60 days from the date of the public hearing).

ATTACHMENTS

- Statement of Justification including the Written Statement describing the proposed use (Revised October 20, 2014) – 10 pages
- Existing Parking and Financial Analysis – 2 pages
- Future Parking and Financial Analysis – 2 pages
- Special Use Permit Concept Plan (Revised October 20, 2014) – 3 pages
- Queuing Analysis (Revised October 9, 2014) – 18 pages
- First Submission Review Comments
 - Community Development – 3 pages
 - Public Works – 1 page
 - VDOT – 1 page
 - Loudoun County Planning – 1 page
 - Loudoun County Building and Development – Fire Protection – 2 pages
 - Loudoun County Fire & Rescue – 3 pages
- Applicant Responses to First Submission Review Comments – 7 pages
- Second Submission Review Comments
 - Community Development – 2 pages
 - Loudoun County Building and Development – Fire Protection – 1 page
 - Loudoun County Fire & Rescue – 1 page
- Applicant Responses to Second Submission Review Comments – 3 pages